

## METHOD AND SYSTEM FOR MANAGING BUSINESS REFERRALS

### ABSTRACT OF THE DISCLOSURE

The example Qualified-Referral Marketing System 100 works to establish an infrastructure to support sales professionals who desire marketing relationships with other sales professionals to exchange mutually beneficial personal introductions to qualified prospects. The example system 100 comprises a system server 101, a communication medium 102, and a plurality of clients 103 that communicate with server across the communication medium. The example system 100 comprises a Referral Partner Database Manager 104, a Referral Community Manager 105, and one or more data repositories 106. The data repositories 106 may include web pages 107, a Referral Partner Database 108, and e-mail messages 109. The Referral Partner Database Manager 104 provides services and marketing information that are used to establish referral communities. The Referral Community Manager 105 regulates the establishment of new referral communities, coordinates referrals and the operation of the referral communities, and reports on the status of various aspects of the referral communities.